

ORDER



Orders
Order / Rev: 709754
Alt Order #: 06297612
Product Desc: Friends of the Majority Flight 8/27-8/28, 2
Estimate: 5056
Flight Dates: 08/27/12 - 08/28/12
Original Date / Rev: 08/24/12 / 08/24/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Multimedia Services
Buying Contact:
Billing Contact:
 915 King Street 2nd Floor
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Friends of the Majority
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	08/28/12	13	\$12,225.00	\$10,391.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$12,225.00	\$10,391.25	0.00
Totals	13	\$12,225.00	\$10,391.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	18%	\$12,225.00
Market	100%	\$67,916.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	23%	\$15,620.83
KPAZ	0%	\$0.00
KPHO	19%	\$12,904.17
KPPX	0%	\$0.00
KSAZ	20%	\$13,583.33
KTFL	0%	\$0.00
KTVK	20%	\$13,583.33
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

Order / Rev: 709754
 Alt Order #: 06297612
 Flight Dates: 08/27/12 - 08/28/12

Advertiser: Friends of the Majority
 Product Desc: Friends of the Majority Flight 8/27-8/28, 2
 Estimate: 5056
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/27/12	08/28/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MT-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----		1				\$400.00		0.00			
E 2	KPNX	08/27/12	08/28/12	M-F 10-11a Kelly	CM	10-11a	MT-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----		1				\$225.00		0.00			
E 3	KPNX	08/27/12	08/28/12	M-F 11a-12p Today Show III	CM	11a-12p	MT-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----		1				\$200.00		0.00			
E 4	KPNX	08/27/12	08/28/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MT-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----		1				\$275.00		0.00			
E 5	KPNX	08/27/12	08/28/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MT-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----		1				\$200.00		0.00			
E 6	KPNX	08/27/12	08/28/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	MT-----	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----		1				\$125.00		0.00			
E 7	KPNX	08/27/12	08/28/12	Days of Our Lives Days of Our Lives	CM	2-3p	MT-----	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----		1				\$325.00		0.00			
E 8	KPNX	08/27/12	08/28/12	M-F 3-4p Ellen	CM	3-4p	MT-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----		1				\$450.00		0.00			
E 9	KPNX	08/27/12	08/28/12	M-F 4-5p 12 News EVB	CM	4-5p	MT-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----		1				\$375.00		0.00			
E 10	KPNX	08/27/12	08/28/12	M-F 630-7p Extra	CM	630-7p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		mon only.													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$800.00		0.00			
E 11	KPNX	08/27/12	08/27/12	Mon Prime A America's Got Talent	CM	658-8p	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$6,000.00		0.00			
E 12	KPNX	08/27/12	08/28/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		ADD TO SCHED- mon only													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$350.00		0.00			
E 13	KPNX	08/27/12	08/27/12	Mon Prime C Grimm	CM	9-10p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		ADD TO SCHED													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$2,500.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 13 \$12,225.00